# History

and

# Testimony

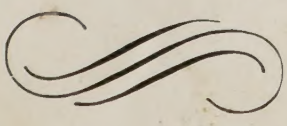
relating

to

# Singleton's

Renowned

# Eye Ointment



A.D.

1596

**SINGLETON'S EYE OINTMENT**

was made in Lambeth in the reign of

Queen Elizabeth

*receiving at once*

Deserved Recognition on account of

**ITS REMARKABLE PROPERTIES**

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# *Singleton's famous Eye Ointment has flourished in 18 Reigns*

Elizabeth.

James I.

Charles I.

Cromwell

Charles II.

James II.

William III and Mary.

Anne.

George I.

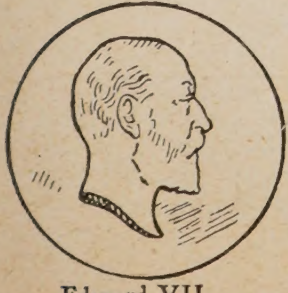
George II.

George III.

George IV.

William IV.

Victoria.



Edward VII.

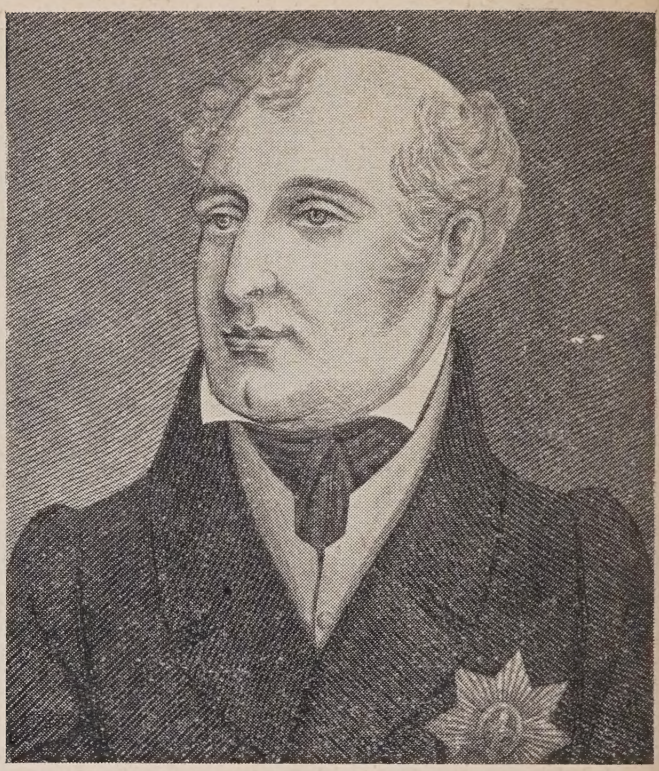
George V.

Edward VIII.

George VI.

## *A Royal Soldier*

*Field-Marshal H.R.H. The Duke of York, who in 1797 presented Mr. Singleton with Testimonials, testifying to the great Value of Singleton's Eye Ointment to the Army in Egypt.*



*AD 1816 to 1825* As the eldest child of this union, William Singleton Folgham, died, the recipe vested in the next eldest, viz. Selina, by virtue of an award by Robert Bowyer, Esq. (ordered by Lord Eldon), which was made an order in Chancery. William Singleton Folgham died July 26th, 1826.

*AD 1825 to 1874* In 1825, Selina Folgham, the holder of the recipe for Singleton's Eye Ointment, married Mr. Stephen Green, her one-fifth share thereof being the subject of her marriage settlement. She was the great-granddaughter of Thomas Singleton, and at her death, March 13th, 1831, the one-fifth share became the property of Mr. Stephen Green. For a large consideration he purchased the rights of the next two children, the fourth and fifth being wards in Chancery under a Commission of Lunacy. An annuity for each one of them was arranged, and these annuities were paid until their death in the year 1879. From the year 1848, Mr. Stephen Green became sole and entire proprietor of the recipe and the emoluments thereof.

*AD 1874 to present time* Mr. Stephen Green died in 1874 aged seventy-seven, and the recipe, after remaining a short time in the hands of his niece, passed in 1887, by Mr. Stephen Green's will, to his grand-nephew. Stephen Green Ltd. now hold the recipe and continue the manufacture of this famous old remedy, which to-day is known—and its worth testified—all over the world.

# *An Unchanging Story runs on through The Centuries*

ON MARCH 28TH, 1798, the Leicester Coach to London carried the following letter:

*EDWARD CHAMBERLAIN will be glad if you will get ready a box with ye same quantity of pots of Ointment, as our last. THE CURE OF MY SON'S EYES is well known here, and if desired I would send you the particulars. He had a very hot scorching humour, so as he was not able to look up for three years. He had several spots come in his eyes that made us fearful his sight would be totally lost. WE APPLIED TO SEVERAL GENTLEMEN OF YE FACKULTY, which only put him in great pain and not the least better. His cheeks were sore from the hot humour that came from his eyes. I thought of never trying any further, as I verily believed there was no cure for him, but an old acquaintance came to see me, and told me he had a daughter that had just such-like sore eyes for five years, that HIS MISTRESS GAVE HIM a pot of Singleton's Eye Ointment and he obtained a perfect cure by ye use of three pots. Now his daughter is quite well and able to get her living, and her father was coachman to Edward Easters, Esquire, College Hall, near Nottingham. There was a young woman turned out of our Leicester hospital uncured; A GENTLEMAN, OUT OF CHARITY, gave her a pot of Singleton's Eye Ointment, which, by the use of three pots, quite cured her.*

## "My Demand Increases"

Henley-on-Thames,
January 27th, 1792.

*Please to send me on Tuesday next, by Cook's Waggon, White Horse, Friday Street,* 12 *boxes of Dr. Johnson's (now known as Singleton's Eye Ointment). THE OINTMENT HAS PERFORMED SEVERAL CURES in this neighbourhood lately, and my demand increases.*

*G. NORTON.*

## Testimony of over 150 Years Ago matches the Common Experiences of To-day

*The Famous Pedestal Pot*

*In Use at this Period*

A representation of the Lambeth delft-ware, porcelain-glazed pedestal pot specially made for Singleton's Eye Ointment (period 1795–1804).
This pot was acquired by Sir A. W. Franks, K.C.B., for the Franks collection of delft-ware in the British Museum, where it may be seen.

## *When a Doctor was permitted to comment publicly upon his Findings*

# Dr. James Rankin wrote this

Springfield Villa, Dundonald Road,
Kilmarnock, December 12th, 1891.

*I have much pleasure in certifying the worth of Singleton's Eye Ointment. I have seen no ointment which can be compared to it.*

*Although a Patent Medicine and secured by the Government Stamp, I do not look upon it as a Quack preparation, but, on the contrary, it does what it says, cures all diseases of the eye.*

*I have used Singleton's Eye Ointment in my practice for the past thirty-five years, and during that time have cured many thousands of cases of inflammation of the eyes, weak sight, and sore eyelids. Also in cases of a more deep-seated character its effects, when persevered in, have been most wonderful. For the eyelashes, a very small quantity smeared along the edges of the eyelids, a very few applications proves effectual. When properly administered and according to directions its effects are quite marvellous.*

*JAMES RANKIN (Surgeon)*

## Extract from "*The Times*" of November 12th, 1832:—

"AT the rising of the court, Mr. Bethell applied to His Honour, the Vice-Chancellor, for an Injunction against certain parties. The Plaintiff, Mr. Stephen Green, is the proprietor of a preparation called Dr. Johnson's or Singleton's Golden Ointment for Disorders of the Eyes, which has been the property of his family for upwards of Two Centuries. The Defendants were attempting to sell an article of their own manufacture under the same name, and for that purpose had imitated the Pots and counterfeited the printed Directions used by the Plaintiff.

The Injunction was prayed against the Defendants and Other Persons who had assisted them in selling their composition—His Honour granted the Injunction."

# *English Classical Works*

## *make reference to*

# *Singleton's Eye Ointment*

## "SINGLETON'S GOLDEN EYE OINTMENT COMPARED WITH GOLD," BY THOMAS HOOD

Thomas Hood wrote in his poem, "Miss Kilmansegg," Canto VI, Stanza 21:—

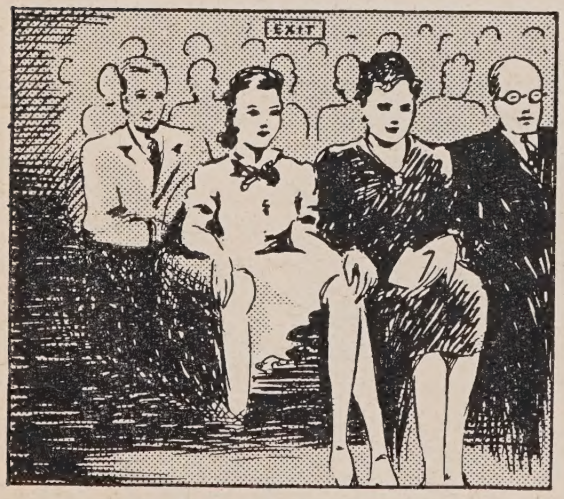
*GOLD may soothe adversity's smart,*
*Nay, help to bind up a broken heart,*
*But to try it on any other part,*
*Were as certain a disappointment*
*As if one should rub the dish and plate*
*Taken out of a Staffordshire crate,*
*In the hope of a golden service of state,*
*With* SINGLETON'S GOLDEN OINTMENT.

In Joseph Cottle's *Reminiscences of Samuel Taylor Coleridge and Robert Southey* (1847, p. 231) there is a letter from Southey to the author, dated March 16th, 1810, in which he says, "I cannot express to you how much it has affected me to hear of your affliction"; and Cottle notes that his affliction was "a long-continued inflammation of the eyes, subdued ultimately. . . . . by Singleton's Eye Ointment."

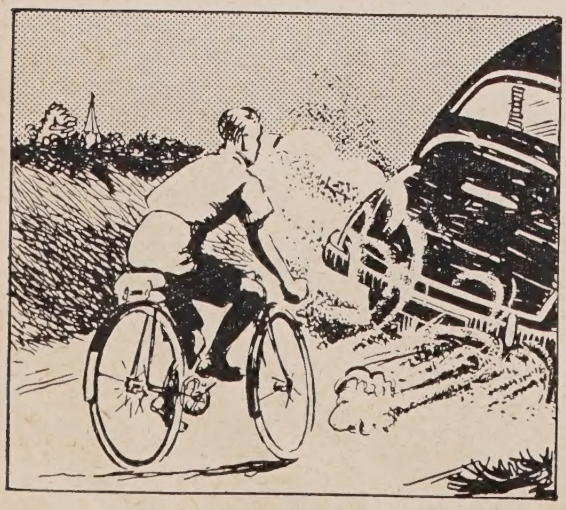
*Though methods of Expression may change——*

# Truth is Constant

*Reading in bus or train*




*At the cinema or theatre*



*Petrol fumes and dust*

## *The Prevention and Treatment of Eye Troubles*

There is nothing which so proves the value of the claims of any person or article as the test of time. Many reputations which once stood high have been proved by time to be undeserved; many cures have failed when tried by a few years' experience. When, however, a remedy has been in constant use for more that 350 years it is at once clearly evident that its merits are genuine and its reputation well established.

Dr. Thomas Johnson's discovery of his golden ointment in A.D. 1596 was work of which any medical man might well be proud. Since the sixteenth century the ointment has steadily gained its wonderful reputation and to-day—in the twentieth century—Singleton's Eye Ointment is famous throughout the world. Any preparation with a history such as this is, indeed, worthy of the reader's confidence.

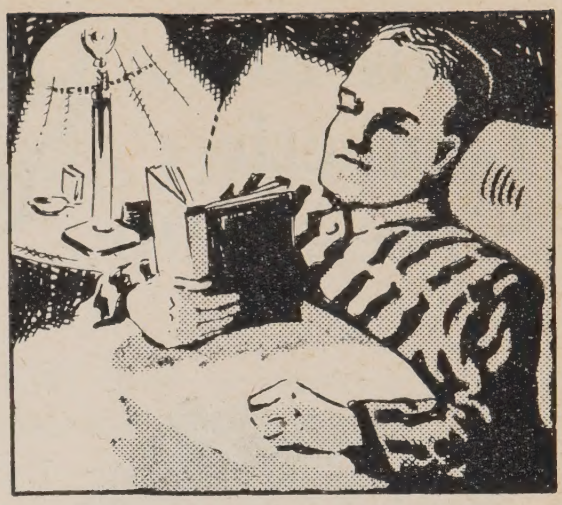
### Take care of your eyes and never strain them

There is no organ of the human body more sensitively and delicately formed than the eye, and consequently none is more

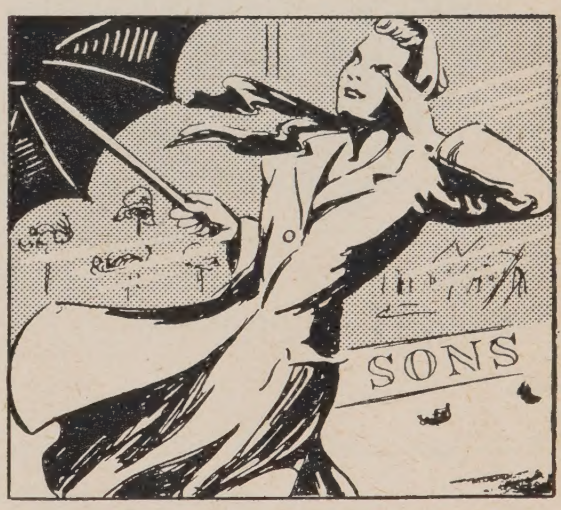
liable to injury. How common is the practice of people to lie reading in bed with the head and light awkwardly placed causing an undue strain upon the eyes. Then, again, how often does one see men and women reading in buses, trains and other conveyances, the continual motion of which irritates the eyes? Reading by firelight and in a failing or bad light cannot but be prejudicial to the eyes, and yet many women and children do this, and subsequent results are traceable years afterwards.

## Prevention better than Cure

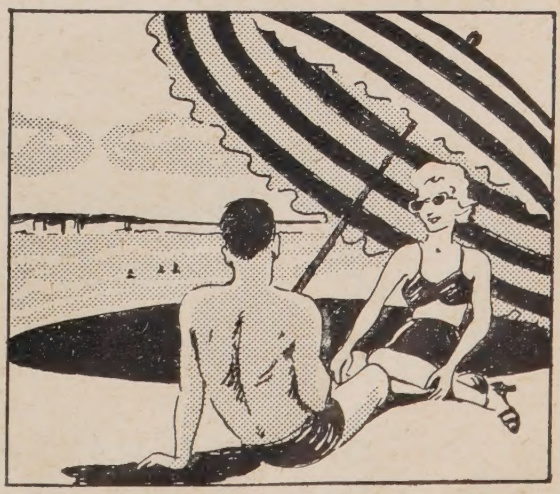
It is, of course, important to cure disease where it exists, but even more desirable is it to prevent it arising. Whenever any trouble, irritation or weakness of the eyes exists, or the slightest complaint starts, the matter should have immediate attention. Troubles that Singleton's Eye Ointment may remedy in a day or two may, if left untreated, get worse, cause unnecessary suffering and take weeks or even months to put right. Every day's delay adds to the mischief and many people whose eyes are red and painful need not have had this trouble had they received early treatment.



*Reading in bed*



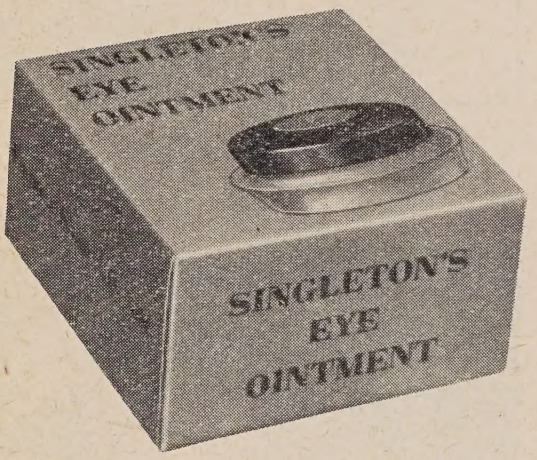

*Windy, dusty weather*

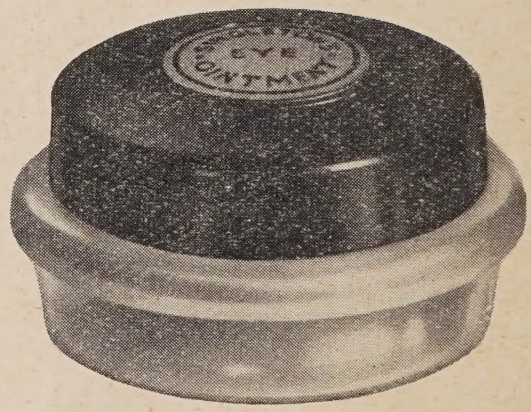


*Strong sunshine*

Made in
Lambeth
Since A D 1596

*The same*
*Ointment*
*Made To-day*



**Price (in Great Britain) 2/9 per pot**

Purchase Tax is extra

**STEPHEN GREEN LTD.**

**210 LAMBETH ROAD LONDON, S.E.1**

# Follow these Simple Directions

SINGLETON'S EYE OINTMENT may be applied at any time but it is advisable to use it the last thing at night, and in the morning bathe the eyes in luke-warm water.

When the eyelashes and eyelids are affected smear a little of the preparation, very lightly indeed, along the external part. For other eye disorders, place a very small portion of the ointment, not larger than a pinhead, in the corner of the eye.

Occasionally, the first few applications may appear to intensify the trouble and cause the eye to smart. This temporary discomfort will, however, soon disappear. In many forms of eye weakness the beneficial effect of the ointment will be found cumulative and not immediate; it is, therefore, necessary to persevere with the treatment.

Should the ointment be discoloured from long-keeping, its healing properties are not in anyway affected.

The preparation contains Red Mercuric Oxide and is required by law to be labelled poison.

**¶ The Present Makers entrusted with the recipe for the famous Ointment* invite you now to read—**

**Made still at Lambeth by STEPHEN GREEN LTD.*

# Dictionary of Eye Troubles

ABSCESS OF TEAR SAC. This causes a red and tender swelling under the skin between the nose and the eye.

ACCIDENTS. In engineering works, factories and on the playing fields, even children at play, accidents injuring the eyes often occur. If the injury is severe or the vision is blurred, get medical aid at once. Singleton's Eye Ointment is of value in the less serious cases.

ALBINO. Some people are born with no pigment in their skin. They have white hair, eyebrows and eyelashes and their eyes often have poor vision.

AMBLYOPIA. See weak eyes.

ASTIGMATISM or BLURRED VISION. In this condition the eyesight is wanting in clearness, and the definition of objects indistinct. Redness of the eyelids which may accompany this condition is benefited by the application of Singleton's Eye Ointment. All such cases should seek advice as to whether glasses are required.

BLACK EYE. This is due to bleeding beneath the skin of the eyelids. If recent try cold compresses, otherwise bathe with warm water.

BLACK OUTS. These are usually due to some cause other than the eyes. Medical advice should be obtained.

BLOOD PRESSURE. This is the pressure of the blood in the arteries of the body. The pressure may in certain diseases be too high or too low. High blood pressure may lead to poor vision. Medical advice should be sought.

BURNING EYES. Eyes which are irritated by germs or require glasses often burn. If the trouble is due to germs Singleton's Eye Ointment may help.

CATERACT. In old age (and sometimes in the young) the lens of the eye becomes clouded; the vision becomes dim and gets steadily worse and the pupil may become white. Medical advice should be sought.

CAUSTIC BURNS OF THE EYE. Those burns due to acids or alkalis require immediate treatment. The eye should be washed out with quantities of water and medical aid sought.

COLD IN THE EYES. This is most common of eye troubles, but most forms yield amenable to treatment by Singleton's Eye Ointment.

COLOUR BLINDNESS. Some people have difficulty in distinguishing one colour from another and are said to be colour blind. The colours they have most difficulty with are red and green.

CONJUNCTIVITIS or INFLAMMATION OF THE EYE. This generally begins as cold or catarrh, and, if neglected, the eyes become inflamed and exposure to the wind causes sore eyes and weak sight; inflammation is liable to continue and may lead to serious derangement of the sight. The presence of inflammation is shown by heat, redness, swelling and pain, the extent of which depends on the severity of the case; more or less discharge is always present, which in slight cases is of a watery nature, being in fact, tears, but in severe cases this is combined with matter. Singleton's Eye Ointment is a good remedy for this serious eye illness.

CORNEAL ULCERS. These occur on the transparent sight of the eyeball. They are serious because they may lead to perforation of the cornea, escape of the contents of the globe and blindness. Medical advice should be sought.

CYST OF THE EYELID. One of the glands of the eyelid may swell and form a cyst. This shows itself as a small swelling under the skin of the upper or lower eyelid.

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*Always keep Singleton's in the home*

DEFECTIVE SIGHT. This may arise from numerous causes. Expert advice should be taken as to the need for glasses.

DOUBLE VISION. This is often due to the two eyes not working together. If this is troublesome, medical advice should be obtained.

DROOPING LIDS. Some children are born with this trouble. If it is severe an operation may be needed.

EXOPHTHALMOS. This is the name given to the protruding appearance of the eyes of people suffering from goitre.

EYE STRAIN. This is due to the eyes being out of focus and shows itself by headaches, blurred sight and a tired feeling in the eyes. Glasses may be needed.

EYE TROUBLES AFTER MEASLES, SCARLATINA, INFLUENZA, etc. There are always blood-shot eyes and running from nose at the beginning of an attack of measles. Sometimes there may be acute inflammation of the eye and ulceration of the cornea. Singleton's Eye Ointment may lessen the risk of these complications. If severe, a doctor's advice should be obtained.

FAILURE OF SIGHT. From this both old and young suffer. The causes are numerous but if inflammation is present Singleton's Eye Ointment will often relieve. A specialist should, of course, be consulted.

FILMS, SCUD AND SPECKS ON THE EYES. Many people suffer from this unpleasant affliction which shows itself by causing specks on the eyes, or when things are looked at they seemed wrapped in mist. Such troubles may be eliminated by the use of Singleton's Eye Ointment.

FLASH BURN. This is caused by watching electric welding without proper protection of the eyes. Great damage may be done.

FOREIGN BODY IN THE EYE. If it can be seen it should be removed with a clean handkerchief. If it is not obvious the upper and lower lids should be turned back since it may be stuck to the inner surface of the lid. For deeply imbedded foreign bodies medical aid should be sought.

GLAUCOMA. This disease causes misty vision and haloes to be seen around lights. The eyes get hard to the touch and medical aid must be obtained.

GRANULATED EYELIDS. Granulated eyelids result from long continued inflammation. The inner surface of the eyelid may become rough from granulation and, therefore, it irritates the eye and by constant friction dulls the sight. Ingrowing eyelashes follow, and unless the trouble be remedied lasting injury to sight may be the result. Singleton's Eye Ointment may help this troublesome eye disorder but if the condition is not quickly relieved, a doctor should be consulted.

HALOES. Haloes seen around lights at night may mean some disease of the eyes. Obtain medical advice.

HEADACHE. If the headache comes after reading or a visit to the cinema, glasses may be required. Eyestrain is, however, but one of the causes of headache.

INFLAMED AND SORE EYELIDS. The eyelids swell or thicken and the eyelashes come out and leave the eyelids red and painful. Singleton's Eye Ointment is valuable, particularly in cases where it is used in conjunction with glasses.

INSECT BITES. These may cause great swelling of the eyelids. Cold compresses may give relief.

INTOLERANCE OF LIGHT (Photophobia). Inflammation of the eyes may lead to acute discomfort in bright sunlight or in other strong light. The inflammation may be relieved by Singleton's Eye Ointment.

---

*No other remedy compares with Singleton's!*

IRITIS. This is an inflammation of the iris, coloured part of the eye, which causes a red painful eye. It is a serious disease and may lead to blindness, so early medical advice is essential.

LAZY EYE. Children with squints often do not use the squinting eye to see with. This is frequently called a lazy eye and the sight in it gradually fails. Medical advice should be sought.

MIGRAINE. In this trouble there is headache and sickness and often blurring of vision with bright spots and colours.

MISTY VISION. This may be due to a large number of troubles, but if it does not clear soon, medical advice should be obtained.

MYOPIA (see Short Sight).

NYSTAGMUS (or "Dancing Eyes"). Some people's eyes do not remain steady when looking at an object, but rapidly move to and fro.

OPHTHALMIA (Acute and also Chronic). Acute ophthalmia is an inflammation of the surface of the eyeball. The eyes are fiery red and there is a discharge from the eyes which sticks the lids together in the morning. In chronic ophthalmia there is a burning and grittiness in the eyes and the eyes may be red, especially in the evening. There may be a little discharge.

PRESBYOPIA. Most people when they reach the age of about 45 years find difficulty in reading small print. This is due to hardening of the lens of the eye, but it can be overcome by the use of spectacles.

SHORT SIGHT. People suffering from short sight can see objects which are near quite well but are unable to see things far away. Their sight can usually be greatly improved with glasses.

SORE EYES AND EYELIDS. Perhaps the most frequent trouble with children is sore eyelids, and where constitution is delicate with an insufficiency of fresh air, inflammation, accompanied with mattery discharge, is common. Singleton's Eye Ointment will help the trouble.

SQUINT (Crossed Eyes). This is a condition in which the eyes do not look straight ahead. One eye may be turned in or out and the eyes are said to be crossed. They may be like this all the time or only on occasions. Medical advice should always be obtained.

STOPPAGE OF THE TEAR DUCT. The name of this trouble explains itself. Should it persist, a doctor should be consulted.

STYE. A stye is an abscess at the base of the eyelids. It is painful and the whole eyelid may become inflamed. They often occur in crops and Singleton's Eye Ointment is valuable for treatment and prevention.

TIRED EYES AND EYE FAG. When the eyes easily and quickly tire on reading or working it is a sign that something is wrong, and advice should be sought. The eyes should be tested to see if glasses are needed and the light under which the work is done investigated. It may be too weak or too strong, or it may cause glare.

TRACHOMA. This is a contagious disease producing granulations of the eyelids. These later heal and the scars which form cause the eyelashes to turn inwards and scratch the eyeball.

TUMORS. These are growths and may be internal or external. Medical advice should be obtained.

ULCERATION OF THE EYES AND EYELIDS. Inflammation of the eyes is sometimes followed by ulceration and this, if it attacks the cornea, or transparent membrane in the forepart of the eye, may end in life-long blindness. Do not delay, but use Singleton's Eye Ointment at once.

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*Singleton's Eye Ointment may help you!*

WATERY EYES. This trouble is very common and very annoying, but it will be found that Singleton's Eye Ointment will often end the disorder.

WEAK EYES. When the eyes are weak they should neither be strained nor used too much until they have received skilled examination, otherwise serious results may follow.

WEAKNESS OF THE EYELASHES. This causes falling of the eyelashes and consequent disfigurement. Singleton's Eye Ointment is a well-recommended treatment.

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## Advice to Parents

Parents who read this little book should remember that thousands of cases of eye troubles are traceable to neglect of the eyes in childhood. It sometimes happens that disorders such as Measles, Scarlatina, Influenza, etc., leave the eyes and the eyelids inflamed and in these cases it will be found that the application of Singleton's Eye Ointment will prove most beneficial. Neglect frequently means the loss of the eyelashes, ulcerated or granulated eyelids, and it may end in serious injury to that delicate organ, the eye itself. Parents may be assured that Singleton's Eye Ointment is perfectly safe and may be applied to the eyes of infants. It may be used with the confidence that the ointment may benefit without causing harm.

**Singleton's Eye Ointment should always be in *your* home.**

**¶ Commonsense will leave you with this thought: *Singleton's has aided so many thousands of sufferers——***

# *it may aid YOU!*

---

*An ointment famous for over 350 years*

# *From 1795*

A selection of ointment jars of a type made exclusively for Singleton's Eye Ointment covering a period from 1790–5 to the present day.

# *TODAY....*

These examples, with others, form an interesting and unique collection.

# *Finally...*

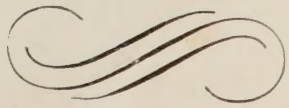
Bear in mind the unparalleled history and impressive testimony attached to Singleton's Eye Ointment. Remember there is no substitute comparable with this famous preparation.

Obtainable from the principal Chemists and Drug Stores throughout the United Kingdom and the British Commonwealth.

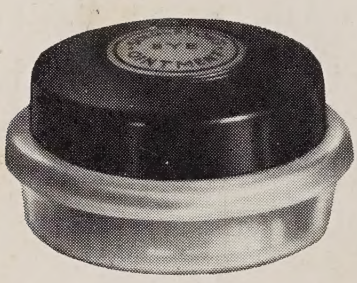
If you should experience difficulty, in any part of the World, communicate with us.

## *Ask by NAME for*

# SINGLETON'S



# *Singleton's Eye Ointment*



Famous since A.D. 1596

*Still made in Lambeth*

*by* **Stephen Green Ltd.**

*at* **210 Lambeth Road,**

**London, S.E.1**

11th Edition.